Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

In the Claims

1.   A method for facilitating a purchase transaction, the method comprising,

receiving from a consumer a retailer item identifier;

associating said retailer item identifier with a manufacturer item identifier;

conducting a search for said manufacturer item identifier across a plurality of retailers; and

facilitating a purchase transaction between said consumer and one of said plurality of retailers.

2.   The method of claim 1, further comprising transmitting search results to said consumer.

3.   The method of claim 1, further comprising receiving search criteria from said consumer.

4.   The method of claim 3, wherein said search criteria comprises at least one of an item description, an item price, an item quantity, a retailer, a retailer location, a consumer rating, lowest price, and a delivery time.

5.   The method of claim 3, further comprising receiving a pre-authorization to automatically purchase an item from a retailer who satisfies said search criteria.

6.   The method of claim 1, wherein facilitating a purchase transaction comprises retrieving a stored transaction card number.

7.   A method for purchasing an item under desired conditions, the method comprising:

obtaining a retailer item identifier;

transmitting said retailer item identifier to a remote processor;

receiving from said remote processor search results which include one or more retailers which sell an item that corresponds to said retailer item identifier; and

purchasing said item from one of said retailers.

8.   The method of claim 7, wherein obtaining a retailer item identifier comprises electronically capturing said retailer item identifier.

9.   The method of claim 7, further comprising transmitting search criteria to said remote processor.

10.   The method of claim 9, wherein said search criteria comprises at least one of an item description, an item price, an item quantity, a retailer, a retailer location, a consumer rating, lowest price, and a delivery time.

11.   A method for purchasing an item under desired conditions, the method comprising:
    obtaining a retailer item identifier;
    transmitting said retailer item identifier to a remote processor;
    transmitting search criteria to said remote processor; and
    pre-authorizing said remote processor to automatically purchase an item from a retailer who satisfies said search criteria.

12.   The method of claim 11, further comprising receiving a confirmation indicating that a pre-authorized purchase transaction has been completed.

13.   The method of claim 11, wherein said search criteria comprises at least one of an item description, an item price, an item quantity, a retailer, a retailer location, a consumer rating, lowest price, and a delivery time.

Claims 14-21 (cancelled)

22.   A method for facilitating a purchase transaction, the method comprising,
    receiving from a consumer a retailer item identifier;
    associating said retailer item identifier with a manufacturer item identifier;
    conducting a search for said manufacturer item identifier across a plurality of retailers; and
    transmitting search results to said consumer.